

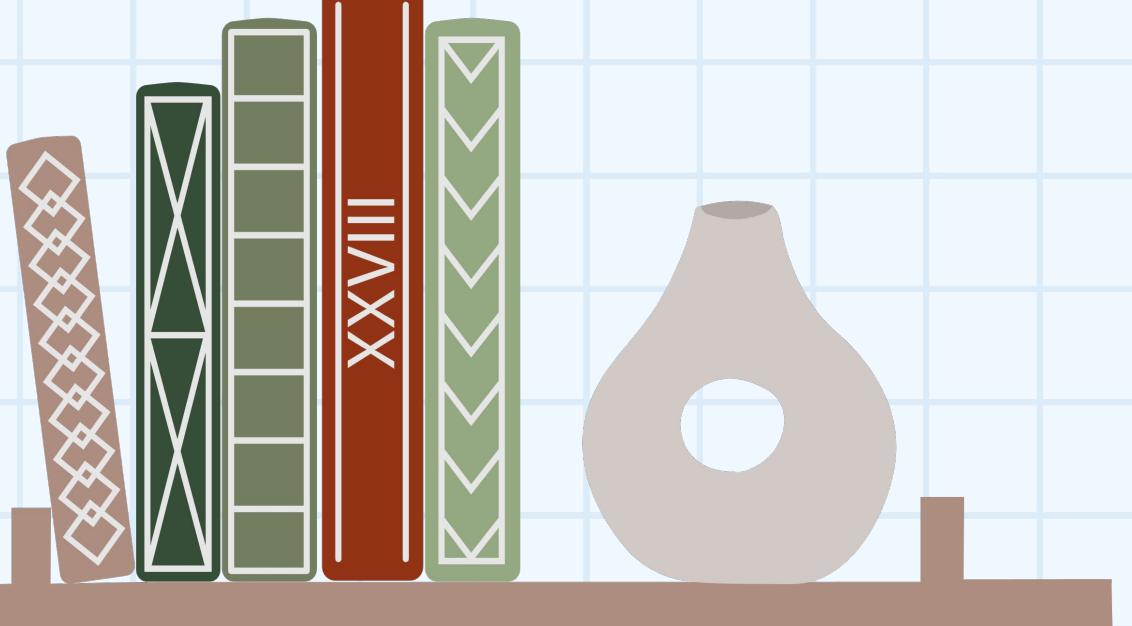
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BS./BSC.IN

Applied ai and Data Science

Basics of Data Analytics





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Let's dive into and learn:



1

Descriptive Analytics

Descriptive Analytics



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- Seeks to answer the question “What happened?”
- Summarizes past data
- Uncovers patterns and trends hidden in historical data
- Uses simple statistical concepts



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Descriptive Analysis

Purchase Date	Transaction ID	Product Name	Quantity
01-02-2025	53666	453 Banana	14
01-02-2025	53666	226 Grapes	29
01-02-2025	53667	984 Potato	22
01-02-2025	53668	453 Banana	14
01-02-2025	53668	226 Grapes	29
01-02-2025	53668	984 Potato	22
01-02-2025	53668	382 Watermelon	75
01-02-2025	53669	226 Grapes	29
01-02-2025	53670	984 Potato	22
02-02-2025	53701	382 Watermelon	75
02-02-2025	53701	984 Potato	22
02-02-2025	53701	453 Banana	14
02-02-2025	53702	984 Potato	22
02-02-2025	53703	453 Banana	14
02-02-2025	53703	382 Watermelon	75
03-02-2025	53704	226 Grapes	29

Descriptive Analysis

Purchase Date	Transac	Product	Product Amount
01-02-2025	53666	453 Banana	14
01-02-2025	53666	226 Grapes	29
01-02-2025	53667	984 Potato	22
01-02-2025	53668	453 Banana	14
01-02-2025	53668	226 Grapes	29
01-02-2025	53668	984 Potato	22
01-02-2025	53668	382 Waterme	75
01-02-2025	53669	226 Grapes	29
01-02-2025	53670	984 Potato	22
02-02-2025	53701	382 Waterme	75
02-02-2025	53701	984 Potato	22
02-02-2025	53701	453 Banana	14
02-02-2025	53702	984 Potato	22
02-02-2025	53703	453 Banana	14
02-02-2025	53703	382 Waterme	75
03-02-2025	53704	226 Grapes	29

Product Name	Number
Banana	4
Grapes	4
Potato	5
Watermelon	3





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Descriptive Analysis



Descriptive Analysis

Transaction ID	Product ID1	Product Name1	Amount1	Product ID2	Product Name2	Amount2	Product ID3	Product Name3	Amount3	Product ID4	Product Name4	Amount4	Total
53666	453	Banana	14	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	43
53667	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53668	453	Banana	14	226	Grapes	29	984	Potato	22	382	Watermel	75	140
53669	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	29
53670	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53701	382	Waterm	75	984	Potato	22	453	Banana	14	NULL	NULL	NULL	111
53702	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53703	453	Banana	14	382	Waterme	75	NULL	NULL	NULL	NULL	NULL	NULL	89
53704	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	29

Smallest Value is 22



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Descriptive Analysis

Transaction ID	Product ID1	Product Name1	Amount1	Product ID2	Product Name2	Amount2	Product ID3	Product Name3	Amount3	Product ID4	Product Name4	Amount4	Total
53666	453	Banana	14	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	43
53667	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53668	453	Banana	14	226	Grapes	29	984	Potato	22	382	Watermel	75	140
53669	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	29
53670	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53701	382	Waterm	75	984	Potato	22	453	Banana	14	NULL	NULL	NULL	111
53702	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53703	453	Banana	14	382	Waterme	75	NULL	NULL	NULL	NULL	NULL	NULL	89
53704	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	29

Largest Value is 140



Descriptive Analysis

Transaction ID	Product ID1	Product Name1	Amount1	Product ID2	Product Name2	Amount2	Product ID3	Product Name3	Amount3	Product ID4	Product Name4	Amount4	Total
53666	453	Banana	14	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	43
53667	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53668	453	Banana	14	226	Grapes	29	984	Potato	22	382	Watermel	75	140
53669	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	29
53670	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53701	382	Waterm	75	984	Potato	22	453	Banana	14	NULL	NULL	NULL	111
53702	984	Potato	22	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	22
53703	453	Banana	14	382	Waterme	75	NULL	NULL	NULL	NULL	NULL	NULL	89
53704	226	Grapes	29	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	NULL	29

AVERAGE VALUE is 56.3



Descriptive Analysis

Transaction ID	Payment Mode
53666	UPI
53667	UPI
53668	Credit Card
53669	Cash
53670	Cash
53701	Credit Card
53702	Cash
53703	Credit Card
53704	UPI



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Descriptive Analysis



Descriptive Analysis

Transaction ID	Total	Payment Mode
53666	43	UPI
53667	22	UPI
53668	140	Credit Card
53669	29	Cash
53670	22	Cash
53701	111	Credit Card
53702	22	Cash
53703	89	Credit Card
53704	29	UPI

Descriptive Analysis



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Transaction ID	Total	Payment Mode
53666	43	UPI
53667	22	UPI
53668	140	Credit Card
53669	29	Cash
53670	22	Cash
53701	111	Credit Card
53702	22	Cash
53703	89	Credit Card
53704	29	UPI



Payment Mode	Frequency
UPI	3
Credit Card	3
Cash	3

Descriptive Analysis

Transaction ID	Total	Payment Mode
53666	43	UPI
53667	22	UPI
53668	140	Credit Card
53669	29	Cash
53670	22	Cash
53701	111	Credit Card
53702	22	Cash
53703	89	Credit Card
53704	29	UPI

Payment Mode	Frequency	Average Value
UPI	3	31.3
Credit Card	3	113.3
Cash	3	24.3



Recap



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Doing Descriptive Analytics



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Thank you

